



U.S. Army 2005 MWR Leisure Needs Survey Results

**415th BSB - Kaiserslautern
Germany**

BRIEFING OUTLINE

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□ **LEISURE NEEDS SURVEY**

- Project Overview
- Methodology
- Patron Sample
- Products

□ **SURVEY RESULTS**

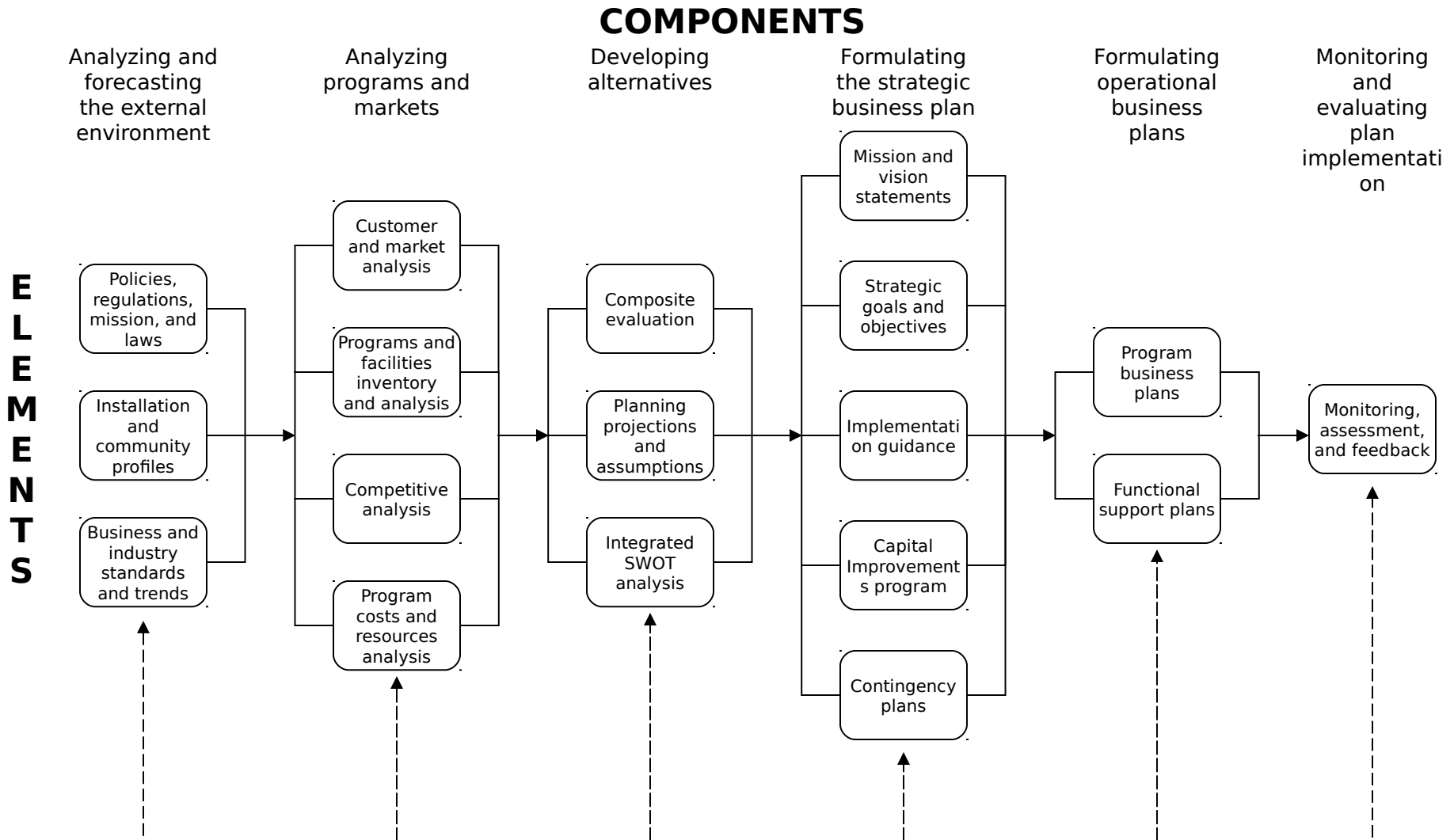
- MWR Programs and Facilities
- Army Community Service
- Child and Youth Services
- Better Opportunities for Single Soldiers
- Leisure Activities
- Deployment and MWR
- Career Intentions

□ **NEXT STEPS**

PROJECT OVERVIEW

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MWR STRATEGIC BUSINESS PLANNING MODEL



METHODOLOGY

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▮ PROJECT SCOPE

- 92 sites were surveyed in 2005
 - Northeast (21 sites)
 - Northwest (10 sites)
 - Southeast (13 sites)
 - Southwest (14 sites)
 - Europe (20 sites)
 - Korea (9 sites)
 - Pacific (5 sites)
- 249,555 surveys were distributed throughout the Army to four patron groups:
 - Active Duty Soldiers
 - Spouses of Active Duty Soldiers (CONUS only)
 - DA Civilians
 - Retirees (CONUS only)
- 2,186 surveys were distributed at 415th BSB - Kaiserslautern



▮ SURVEY ADMINISTRATION

- Designed to collect information on installation MWR programs and facilities as well as the leisure activities of your potential market
- 65 multiple choice questions; 7 questions were tailored to your specific installation issues

▮ **SURVEY ADMINISTRATION (Continued)**

- Active Duty and DA Civilian surveys distributed by installation POCs
- Spouses of Active Duty and Retiree surveys direct mailed to home addresses (CONUS only)
- Web survey option offered for the first time to all respondents

METHODOLOGY

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□ SURVEY SAMPLE

- Four population segments
 - Active Duty
 - Civilian Employees
 - Spouses of Active Duty (CONUS only)
 - Retirees (CONUS only)
- Response Rates and Confidence Intervals for each patron group and overall sample

	<u>Survey Population</u>	<u>Surveys Distributed</u>	<u>Surveys Returned</u>	<u>Response Rate *</u>	<u>Confidence Interval **</u>
Army:					
Survey Totals	1,212,240	249,555	50,651	20.91%	±.43%
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Active Duty	4,854	1,190	319	26.81%	±5.30%
Spouses of Active Duty	N/A	N/A	N/A	N/A	N/A
Civilian Employees	1,328	996	93	9.34%	±9.80%
Retirees	N/A	N/A	N/A	N/A	N/A
Total	6,182	2,186	412	18.85%	±4.66%

* Response rate is calculated by dividing the number of surveys returned by the number of surveys distributed. It should be noted that low response rates (i.e., less than 20%) increase the chance that one or more subgroups (e.g., for active duty patron group, E1-E4 is a subgroup) may be over- or under-represented. Any patron groups with fewer than 15 survey respondents do not have their data reported to protect privacy and ensure representativeness.

**A confidence interval for a sample mean tells us the range in which we are likely to find the true population mean: Assume 300 surveys were returned for an active duty patron group of 1,350. 52% responded that they used the gym in the last year. The 95% confidence interval for this case would be ±5%. Thus there is a 95% chance that the TOTAL number of active duty at this installation who used the gym last year is between 47% and 57%. We can be 95% confident that between 634 and 770 active duty used the gym

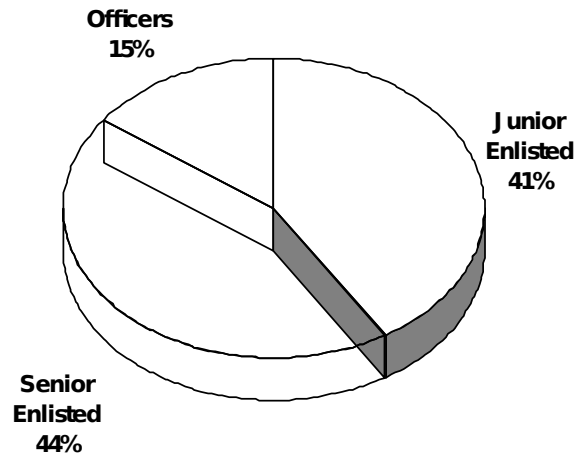
PATRON SAMPLE*

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RESPONDENT POPULATION SEGMENTS

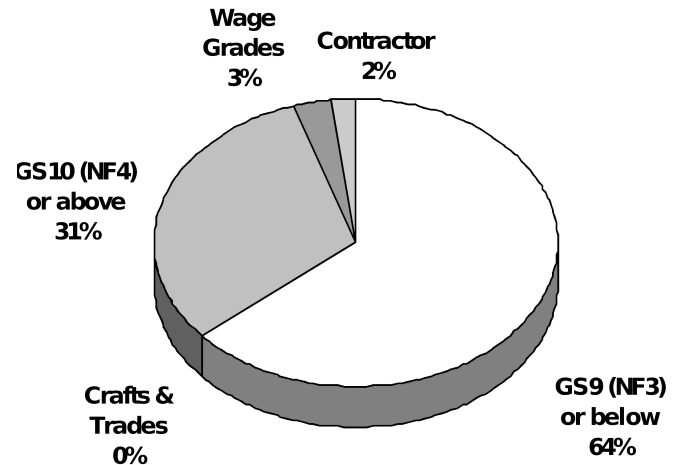
ACTIVE DUTY

(n = 306)



CIVILIANS

(n = 88)



*The n provided for each patron group is equal to the number of respondents who provided their rank or paygrade.

PRODUCTS

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□ **PRODUCTS**

- Comprehensive installation report of survey data in electronic form
- SPSS data file provided to installation representatives for further analyses, if desired
- Installation level briefing of findings
- IMA and Army level roll-up reports and briefings

□ **PRODUCT DISTRIBUTION**

- All products provided on CD
- CD distribution to installation MWR Directors, IMA Headquarters, and U.S. Army Community and Family Support Center

MWR PROGRAMS & FACILITIES: USAGE AT 415th BSB - KAISERSLAUTERN

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MOST FREQUENTLY USED FACILITIES

Fitness Center/Gymnasium	83%
Library	62%
Car Wash	55%
Automotive Skills	47%
Recreation/Community Activity Ctr.	36%

LEAST FREQUENTLY USED FACILITIES

Youth Center	12%
BOSS	12%
Child Development Center	15%
School Age Services	16%
Arts & Crafts Center	16%

MWR PROGRAMS & FACILITIES: SATISFACTION AT 415th BSB - KAISERSLAUTERN*

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FACILITIES WITH HIGHEST SATISFACTION RATINGS*

Child Development Center	4.30
Library	4.27
School Age Services	4.12
Fitness Center/Gymnasium	4.12
BOSS	4.08

FACILITIES WITH LOWEST SATISFACTION RATINGS*

Post Picnic Area	3.80
Arts & Crafts Center	3.98
Recreation/Community Activity Ctr.	3.99
Automotive Skills	4.02
ITR - Commercial Travel Agency	4.04

*Programs and facilities were rated on a 5 point scale: 5 = Very Satisfied and 1 = Very Dissatisfied

MWR PROGRAMS & FACILITIES: QUALITY AT 415th BSB - KAISERSLAUTERN*

415th BSB - Kaiserslautern

FACILITIES WITH HIGHEST QUALITY RATINGS*

Child Development Center	4.29
School Age Services	4.20
Library	4.14
BOSS	4.02
Fitness Center/Gymnasium	4.00

FACILITIES WITH LOWEST QUALITY RATINGS*

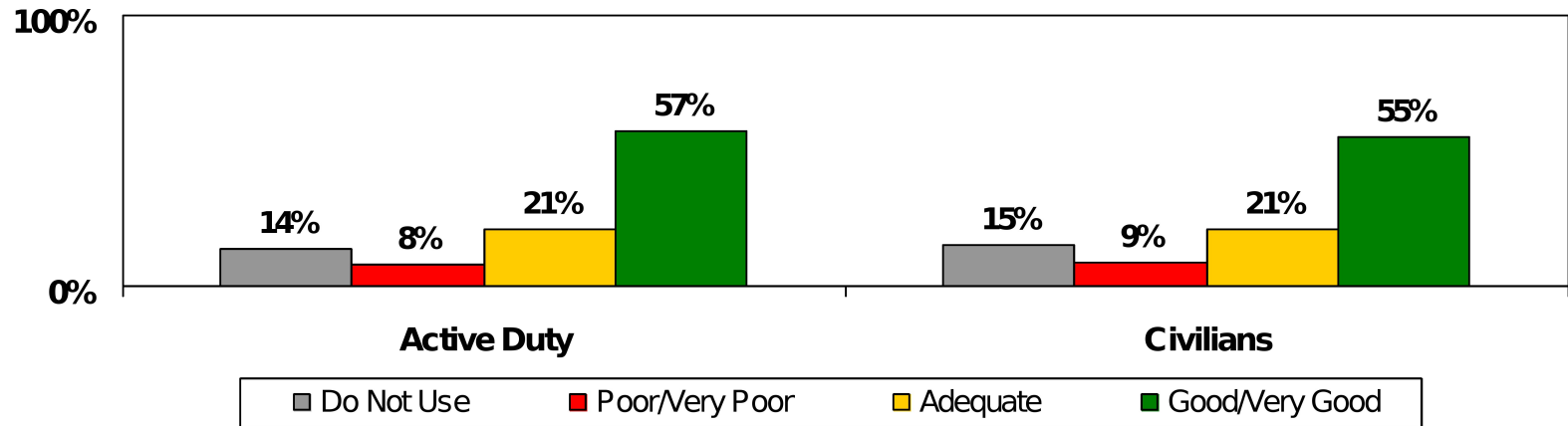
Post Picnic Area	3.66
Automotive Skills	3.88
Youth Center	3.88
Recreation/Community Activity Ctr.	3.88
Outdoor Recreation Center	3.91

*Programs and facilities were rated on a 5 point scale: 5 = Very Good and 1 = Very Poor. These ratings are an average of three quality scores: Building/Facility/Space, Equipment/Furnishings, and Personnel.

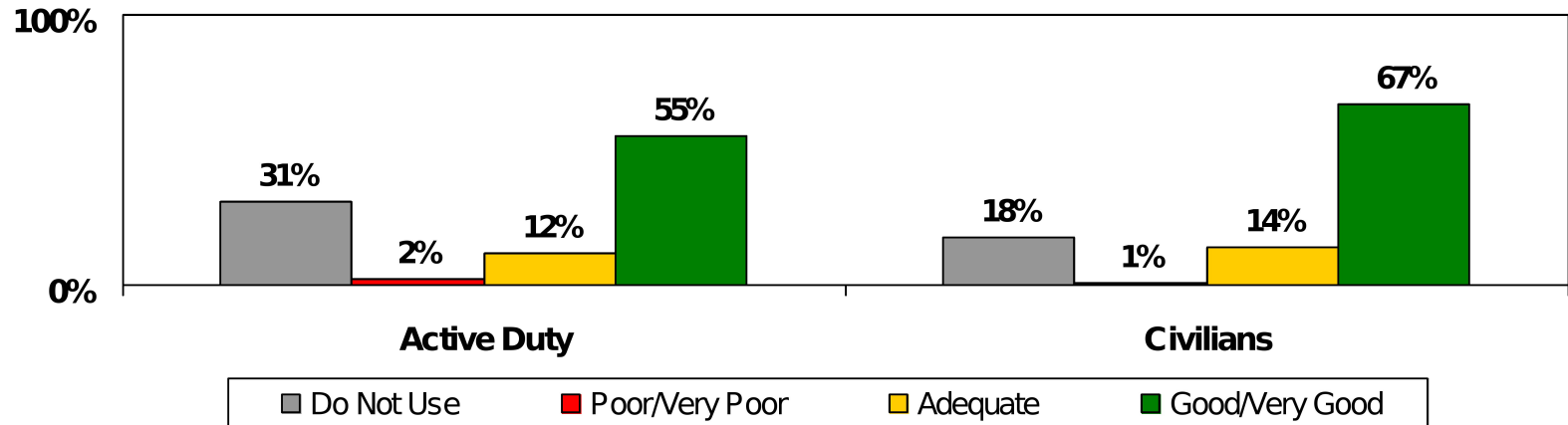
MWR PROGRAMS & FACILITIES: FOOD AND BEVERAGE SERVICES QUALITY

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Quality of On-Post Services



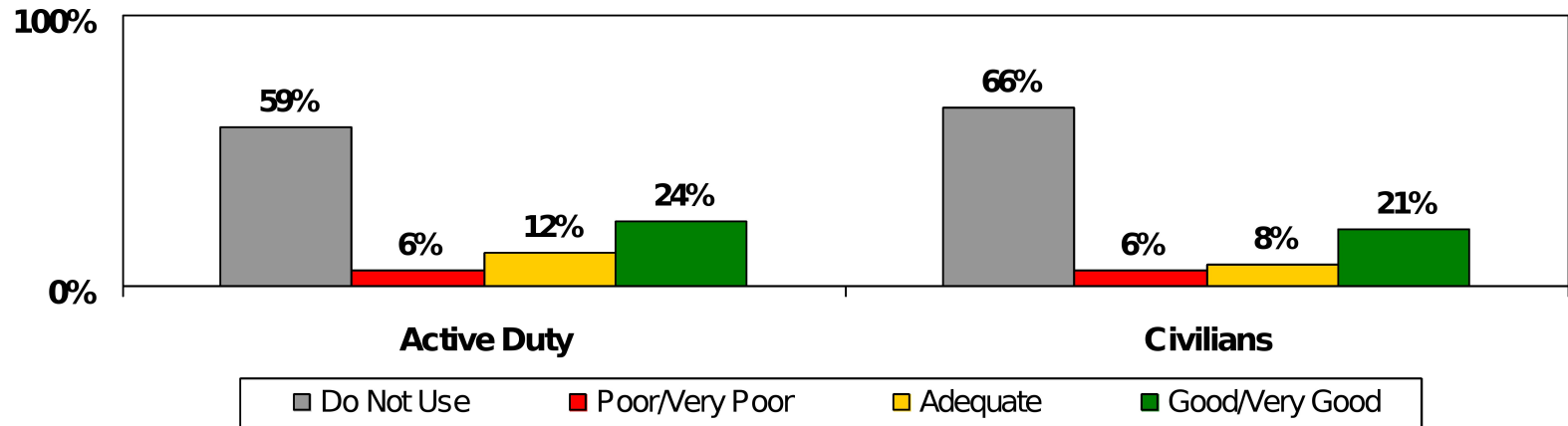
Quality of Off-Post Services



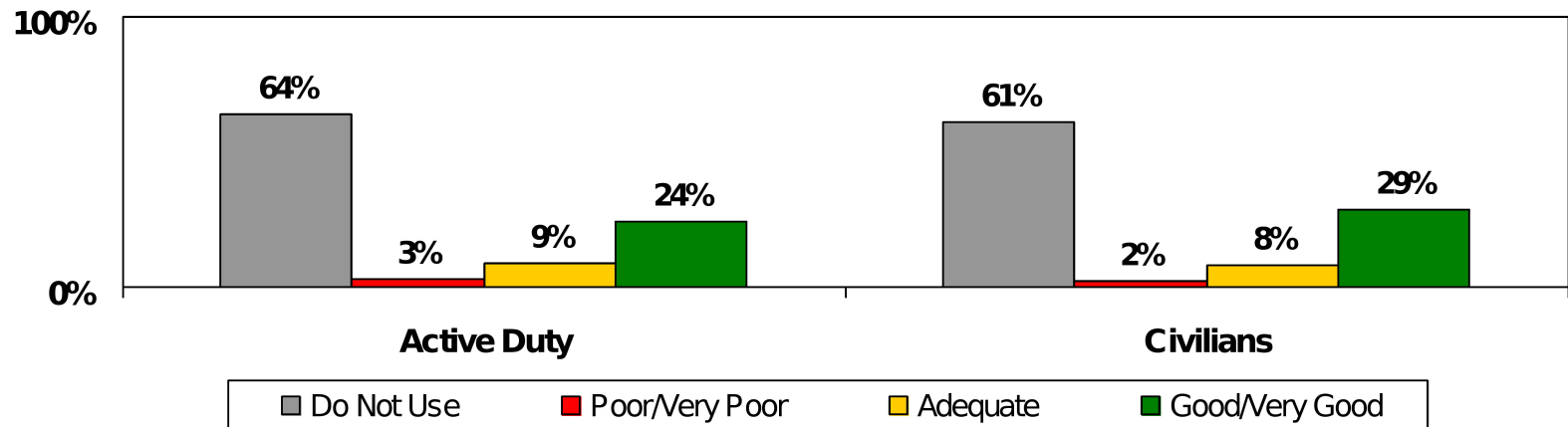
MWR PROGRAMS & FACILITIES: CATERING SERVICES QUALITY

415th BSB - Kaiserslautern

Quality of On-Post Services



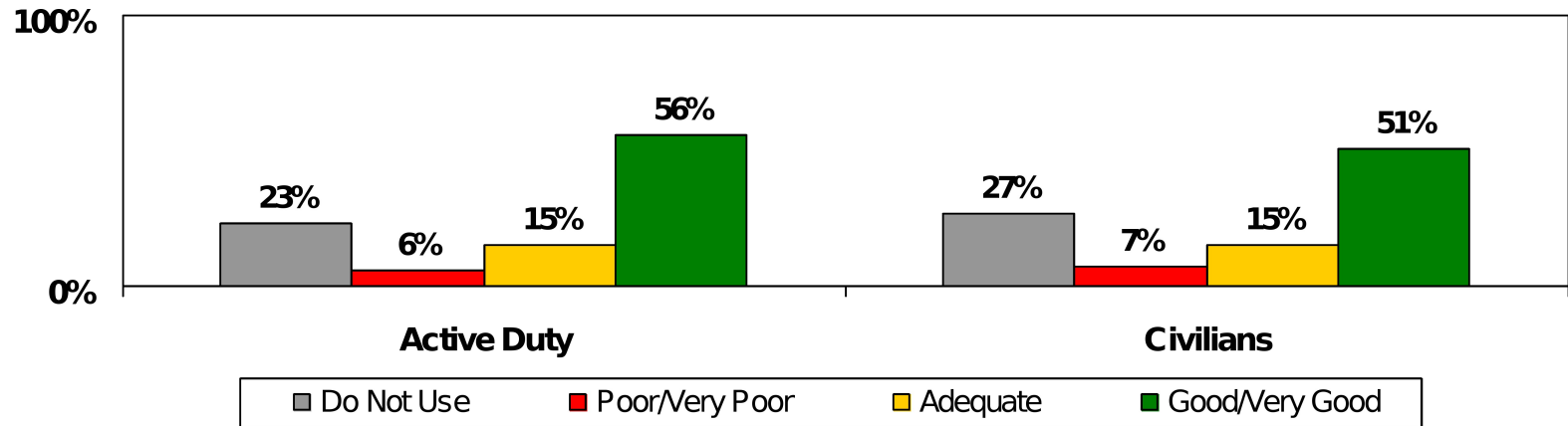
Quality of Off-Post Services



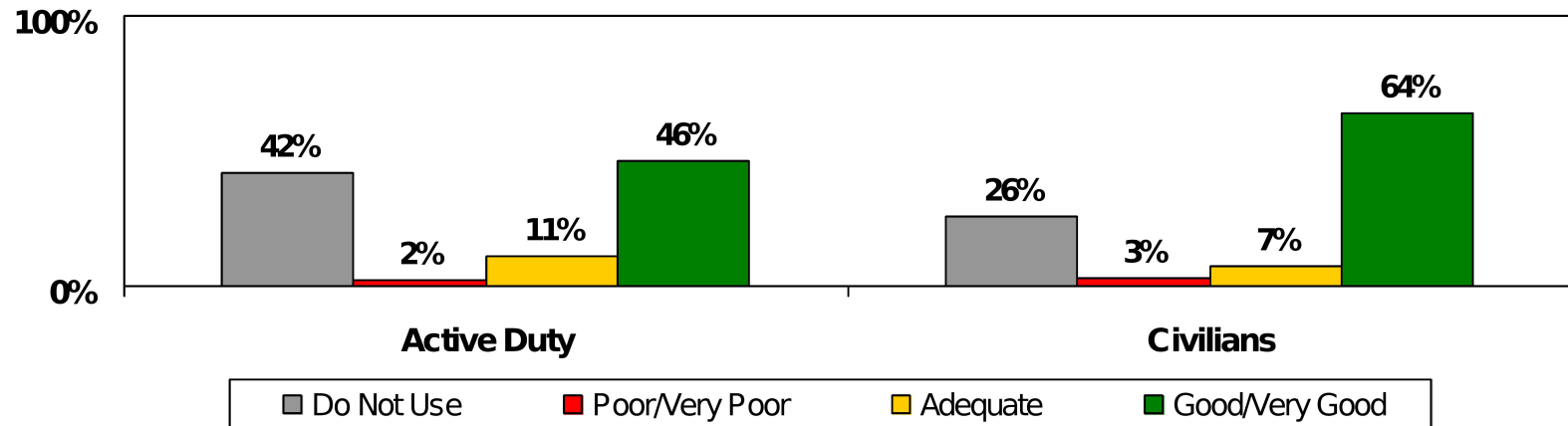
MWR PROGRAMS & FACILITIES: ENTERTAINMENT SERVICES QUALITY

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Quality of On-Post Services

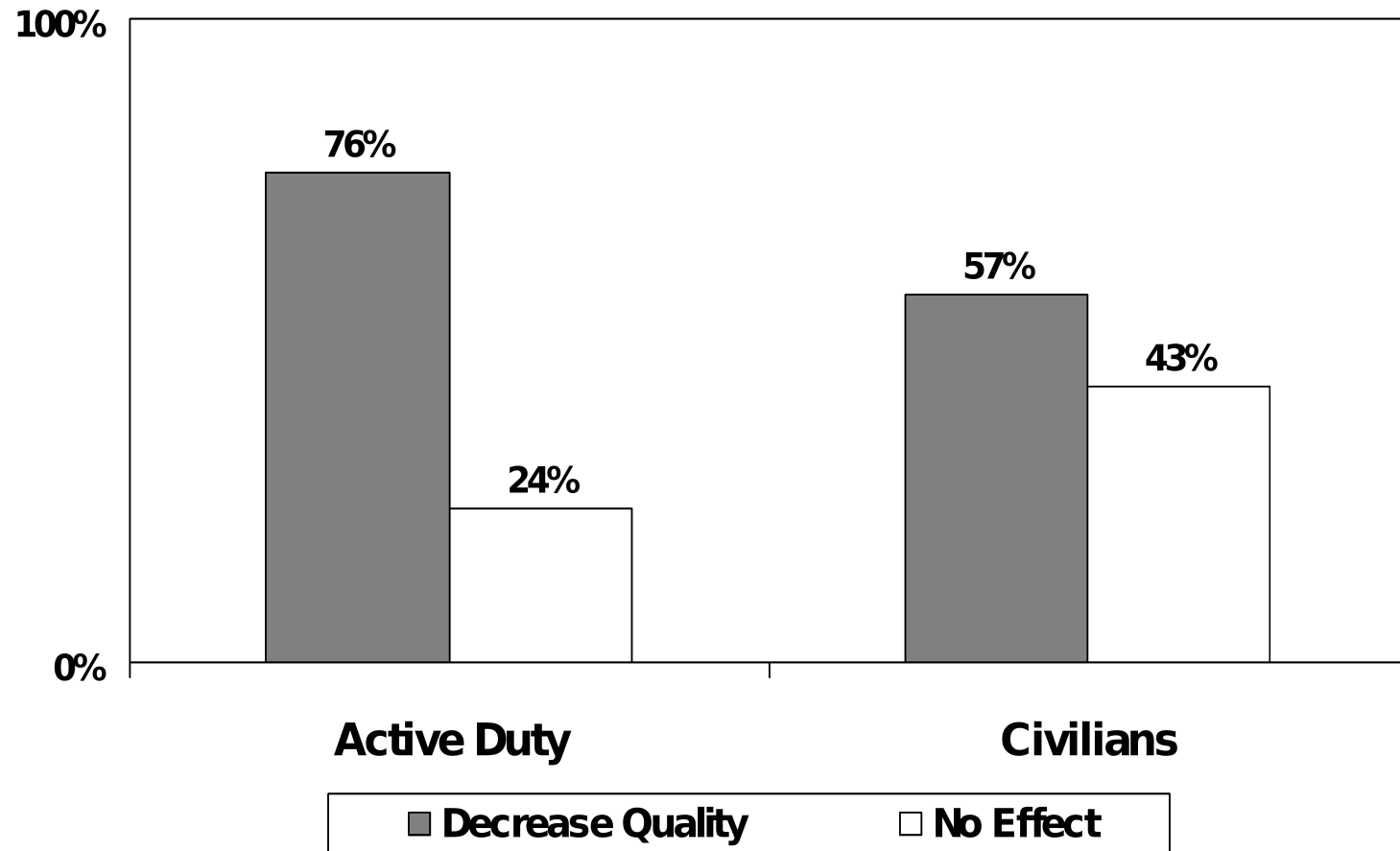


Quality of Off-Post Services



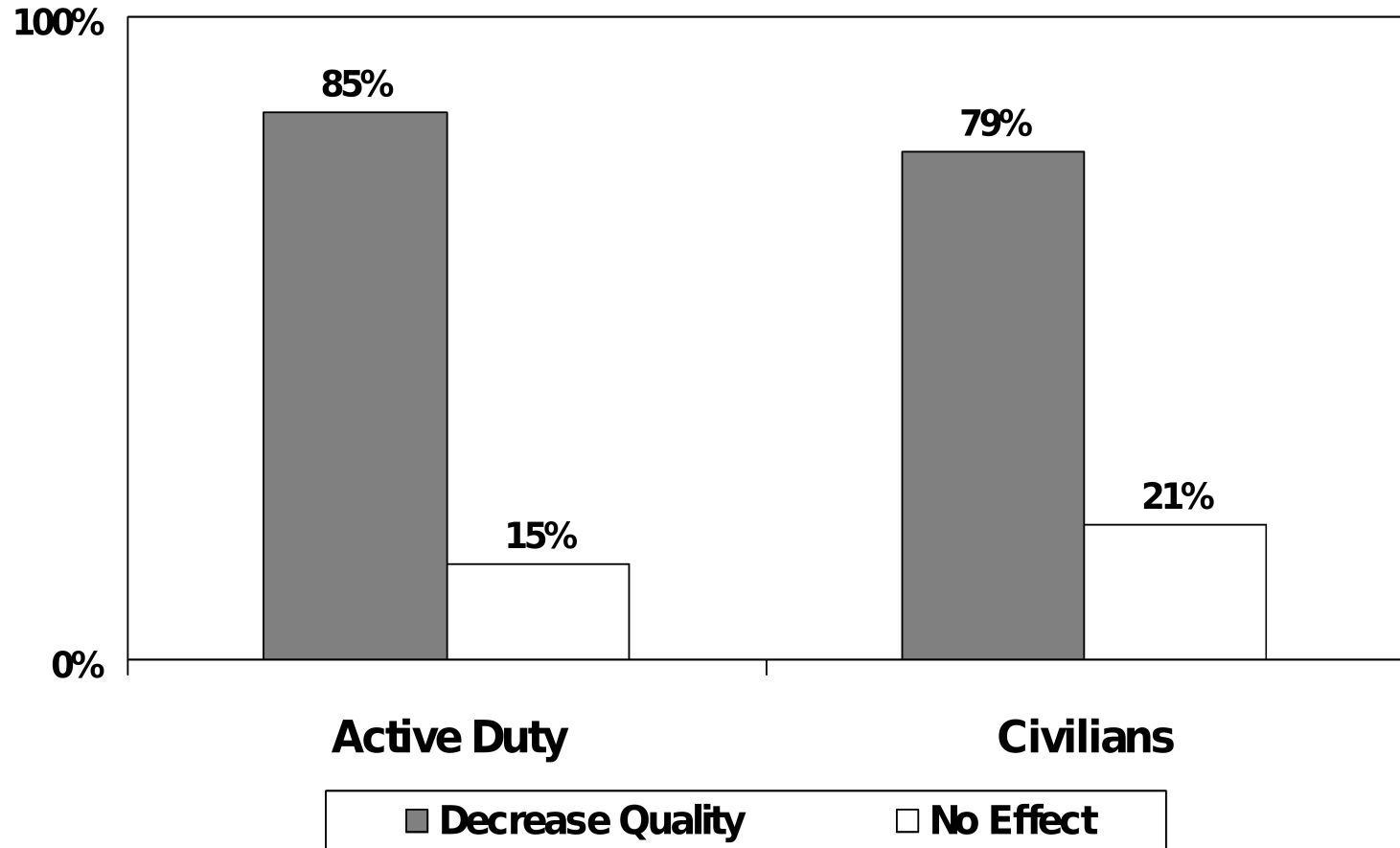
MWR PROGRAMS & FACILITIES: CLUB PROGRAM ELIMINATION EFFECT ON ARMY QOL

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MWR PROGRAMS & FACILITIES: RECREATION PROGRAM ELIMINATION EFFECT ON ARMY QOL

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MWR PROGRAMS & SERVICES: MOST AND LEAST IMPORTANT ACTIVITIES/PROGRAMS

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Respondents were asked to select the 7 most important and 7 least important activities and programs offered on an Army installation.

Top 7 Activities/Programs

Fitness Center/Gymnasium	81%
Library	68%
Army Lodging	65%
Child Development Center	58%
Automotive Skills	51%
Youth Center	45%
Athletic Fields	43%

RV Park	79%
Golf Course Pro Shop	59%
Arts & Crafts Center	53%
Cabins & Campgrounds	53%
Golf Course	51%
Bowling Pro Shop	50%
Golf Course Food & Beverage	49%

Bottom 7 Activities/Programs

MWR PROGRAMS & SERVICES: SOURCES OF INFORMATION*

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WHERE DO YOU GET INFORMATION?	ACTIVE DUTY	CIVILIANS	TOTAL
Internet	24%	31%	26%
E-mail	32%	51%	36%
Friends and neighbors	44%	48%	45%
Family Readiness Groups (FRGs)	11%	2%	9%
Bulletin boards on post	45%	44%	45%
Post newspaper	43%	64%	48%
MWR publications	34%	52%	38%
Radio	37%	63%	43%
Television	46%	42%	45%
My child(ren) let(s) me know	5%	6%	5%
Other unit members or co-workers	34%	36%	34%
Unit or post commander or supervisor	15%	9%	14%
Marquees/billboards	19%	35%	22%
Flyers	33%	49%	37%
Other	10%	1%	8%
I never hear anything	5%	3%	5%

*The top 3 sources of MWR information are shaded for each patron group and the total population.

MWR PROGRAMS/SERVICES: GENERATE FEELING THAT THE ARMY CARES ABOUT ITS PEOPLE*

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MWR PROGRAM/SERVICE	ACTIVE DUTY
Army Child and Youth Services	87%
Better Opportunities for Single Soldiers	43%
Army Community Service	54%
MWR Programs and Services	77%

* Positive = moderate, great or very great extent

ARMY COMMUNITY SERVICE: AWARENESS AND BENEFIT - ACTIVE DUTY

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ACS PROGRAMS	AWARENESS	BENEFICIAL*	NOT BENEFICIAL*
Information and Referral	53%	80%	20%
Outreach programs	51%	76%	24%
Family Readiness Groups	69%	84%	16%
Relocation Readiness Program	63%	86%	14%
Family Advocacy Program	69%	79%	21%
Crisis intervention	55%	70%	30%
Money management classes, budgeting assistance	59%	81%	19%
Financial counseling, including tax assistance	68%	85%	15%
Consumer information	40%	80%	20%
Employment Readiness Program	50%	81%	19%
Foster child care	41%	75%	25%
Exceptional Family Member Program	63%	78%	22%
Army Family Team Building	50%	79%	21%
Army Family Action Plan	46%	76%	24%

* Percentage of Active Duty users

ARMY COMMUNITY SERVICE: POSITIVE IMPACTS ON ACTIVE DUTY

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POSITIVE* ACS IMPACTS	ACTIVE DUTY
Satisfaction with my job	56%
Personal job performance/readiness	56%
Unit cohesion and teamwork	55%
Unit readiness	61%
Relationship with my spouse	52%
Relationship with my children	52%
My family's adjustment to Army life	53%
Family preparedness for deployments	55%
Ability to manage my finances	46%
Feeling that I am part of the military community	51%

* Positive = moderate, great or very great extent

CHILD AND YOUTH SERVICES: POSITIVE IMPACTS ON ACTIVE DUTY

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POSITIVE* CYS IMPACTS	ACTIVE DUTY
Helps minimize lost duty/work time due to lack of child care/youth sponsorship options	81%
Helps minimize lost duty/work time due to lack of child care/youth services	87%
Plays a role in influencing my decision/my spouse's decision to remain in the Army	59%
Allows me to work outside my home	77%
Allows me to work at home	53%
Offers me an employment opportunity within the CYS program	51%
Allows me/my spouse to better concentrate on my/our job(s)	71%
Provides positive growth and development opportunities for my children	85%

* Positive = moderate, great or very great extent

BETTER OPPORTUNITIES FOR SINGLE SOLDIERS (BOSS):

POSITIVE IMPACTS ON ACTIVE DUTY

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POSITIVE* BOSS IMPACTS	ACTIVE DUTY
Satisfaction with my job	48%
Personal job performance/readiness	46%
Unit cohesion and teamwork	50%
Unit readiness	47%
Ability to manage my finances	39%
Feeling that I am part of the military community	47%
Relationship with my children (single parents)	45%
My family's adjustment to Army life (single parents)	41%
Family preparedness for deployments (single parents)	41%

* Positive = moderate, great or very great extent

LEISURE ACTIVITIES: PREFERENCES OVERALL AND BY PATRON GROUP

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Top 10 Leisure Activities for All Respondents

Internet access/applications (home)	51%
Entertaining guests at home	49%
Internet access (library)	48%
Reading	47%
Watching TV, videotapes, and DVDs	42%
Multi-media (video, DVDs, CDs)	41%
Night clubs/lounges	37%
Reference/research services	36%
Automotive maintenance & repair	35%
Study/self development	33%

Top 5 for Active Duty

Internet access (library)	50%
Internet access/applications (home)	48%
Reading	46%
Entertaining guests at home	45%
Multi-media (video, DVDs, CDs)	41%

Top 5 for Civilians

Watching TV, videotapes, and DVDs	67%
Entertaining guests at home	66%
Internet access/applications (home)	63%
Reading	50%
Walking	48%

LEISURE ACTIVITIES: PREFERENCES BY ACTIVITY CATEGORY

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Team Sports

Basketball	16%
Soccer	15%
Softball	12%
Touch/flag football	10%
Volleyball	10%

Outdoor Recreation

Camping/hiking/backpacking	20%
Bicycle riding/mountain biking	19%
Volksmarching	18%
Going to beaches/lakes	18%
Snow skiing/snowboarding	16%

Social

Entertaining guests at home	49%
Night clubs/lounges	37%
Dancing	31%
Special family events	24%
Happy hour/social hour	21%

Sports and Fitness

Running/jogging	28%
Walking	27%
Cardiovascular equipment	25%
Weight/strength training	24%
Bowling	23%

Entertainment

Watching TV, videotapes, and DVDs	42%
Going to movie theaters	31%
Festivals/events	24%
Live entertainment	14%
Attending sports events	14%

Special Interests

Internet access/applications (home)	51%
Automotive maintenance & repair	35%
Automotive detailing/washing	32%
Digital photography	23%
Computer games	21%

LEISURE ACTIVITIES: MARKET SHARE OF ACTIVITY PREFERENCES ON POST*

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ACTIVITIES	PARTICIPATED PRIMARILY ON POST	PARTICIPATED PRIMARILY OFF POST	OVERALL PARTICIPATION
Internet access (library)	48%	N/A	48%
Reading	47%	N/A	47%
Multi-media (videos, DVDs, CDs)	41%	N/A	41%
Reference/research services	36%	N/A	36%
Study/self development	33%	N/A	33%
Automotive maintenance & repair	26%	5%	35%
Cardiovascular equipment	24%	1%	25%

*Top 7 leisure activity preferences ranked by on-post participation.

LEISURE ACTIVITIES: MARKET SHARE OF SPECIAL INTEREST ACTIVITY PREFERENCES BY LOCATION*

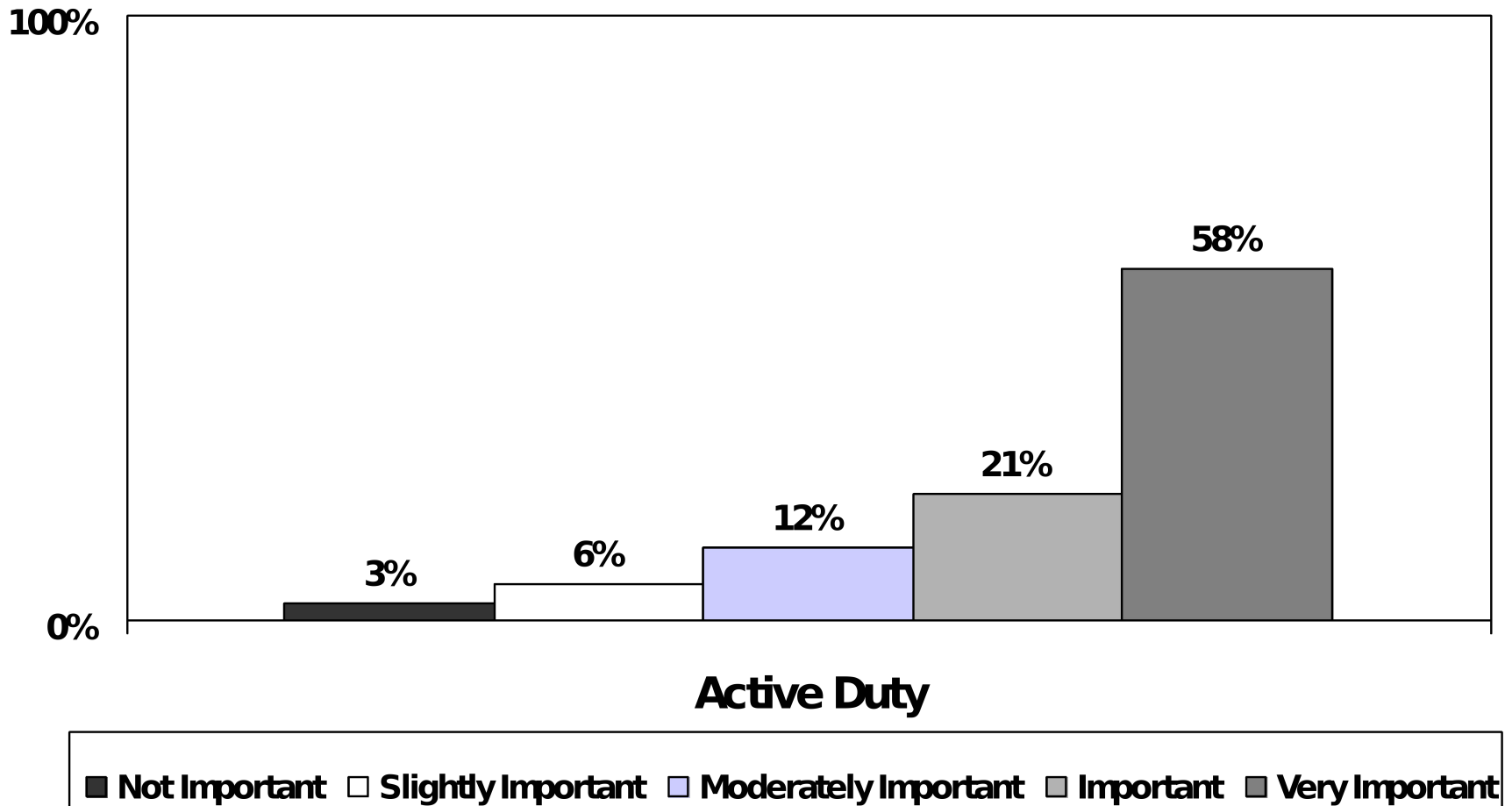
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ACTIVITIES	PARTICIPATED PRIMARILY ON POST	PARTICIPATED PRIMARILY OFF POST	PARTICIPATED PRIMARILY AT HOME	OVERALL PARTICIPATION
Internet access/applications (home)	17%	3%	31%	51%
Automotive maintenance & repair	26%	5%	4%	35%
Automotive detailing/washing	20%	7%	5%	32%
Digital photography	3%	8%	13%	23%
Computer games	4%	1%	17%	21%
Trips/touring	5%	14%	0%	19%
Gardening	2%	2%	13%	17%

*Top 7 special interest activity preferences ranked by overall participation.

DEPLOYMENT AND MWR: IMPORTANCE OF ACCESS TO MWR DURING DEPLOYMENT

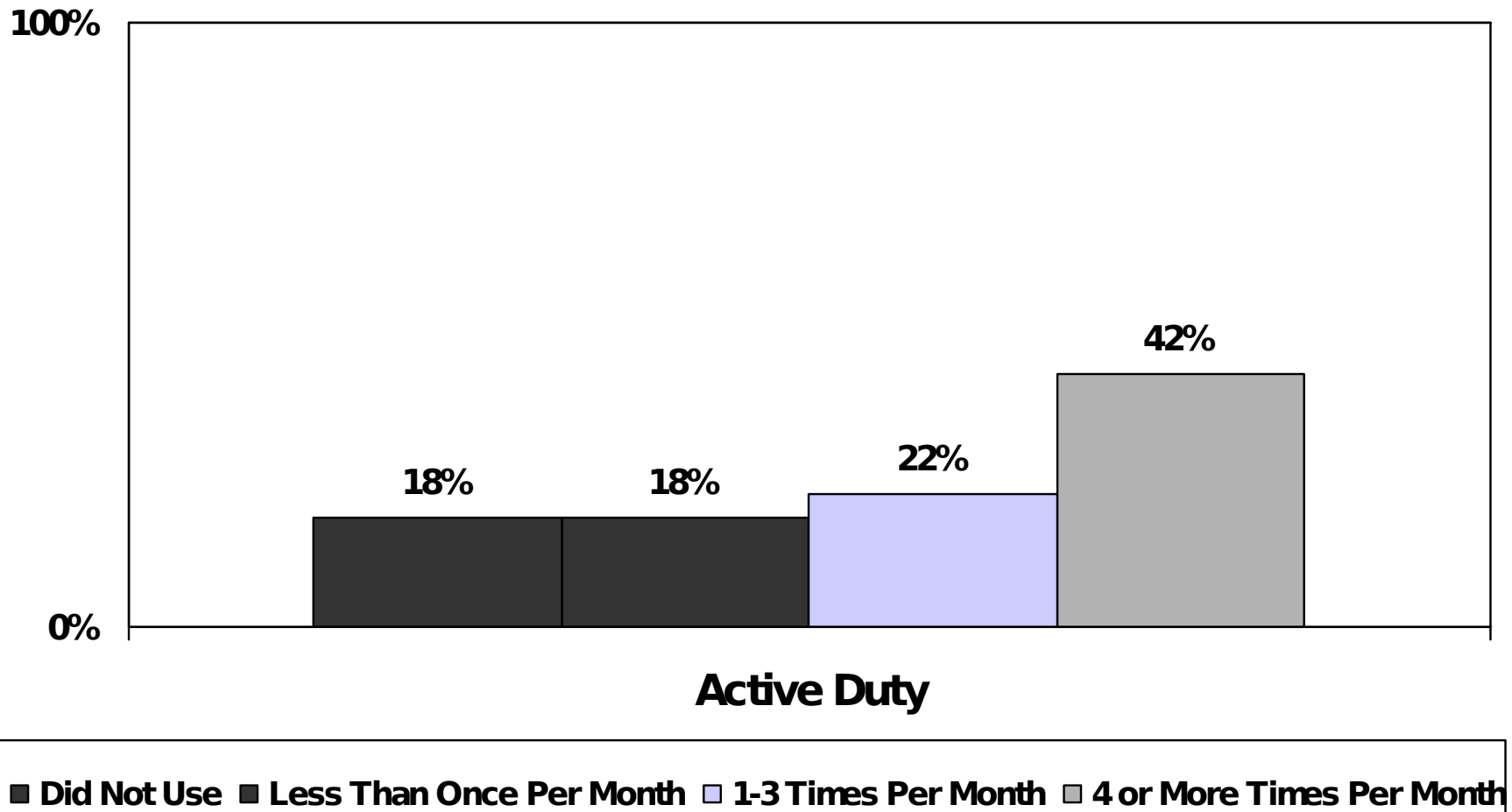
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DEPLOYMENT AND MWR: USE OF MWR DURING DEPLOYMENT IN THEATER OR AT HOME

INSTALLATION

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CAREER INTENTIONS: ACTIVE DUTY

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Current Plans About Making the Military Your Career	ACTIVE DUTY
Definitely will not make military a career	19%
Probably will not make military a career	10%
Undecided	21%
Probably will make military a career	18%
Definitely will make military a career	32%

NEXT STEPS

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□ **INSTALLATION REPORTS**

- Review information on 91 leisure activities and up to 40 MWR facilities
- Share with Commander and program managers

□ **DATA APPLICATIONS**

- Action planning for program change and enhancement
- Strategic business planning
- Five year program planning
- Priorities for Project Validation Assessments
- Follow-up focus groups on items of interest or for clarification of findings
- Input into the Installation Status Report (ISR)